Your Home

AND THE "AGE OF COLOR"

COLOR PRESCRIPTIONS FOR YOUR HOME FROM COLOR CENTER

COLOR CENTER OFFERS AUTHENTIC

"It's fun to paint when you are sure the colors are right."

FROM THESE 3 BOOKS COME THE *Color*

The Age of Color MANUAL

. . . alive with color information. Beautiful full color illustrations show you actual interior and exterior color schemes which can be adapted to your home. Complete sections devoted to color and decorating principles help you become an "authority" on your own decorating problems. Replete with helpful suggestions on home painting, special surface treatments and decorative effects.

The Age of Color COLOR SELECTOR

. . . large color swatches display thousands of different color combinations. You can try out as many as you want, then determine on Color Harmony Charts whether or not they are excellent, satisfactory or poor. You choose your own color schemes; visualize just how they will look; prove their correctness beforehand. No longer any chance for disappointment after the paint is on.

★ THESE 3 BOOKS ARE FOR YOUR USE AT Y

Color PRESCRIPTIONS FOR YOUR HOME

"The most exciting color ideas I've ever seen for painting."

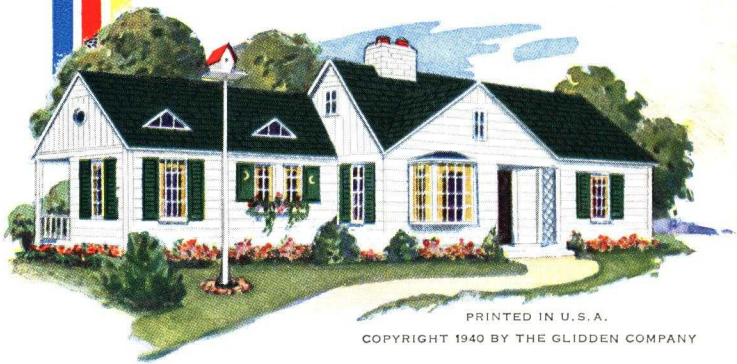
Have you given your home the added advantage of COLOR? The use of color in home decoration has become increasingly important. To be effective, color must be used correctly and adapted to meet individual requirements. ★ Your home presents a particular color problem. You and your family have your own color preferences. Color planning that is really usable takes these factors into consideration. ★ The "Age of Color" Books described below offer you complete Color Planning Equipment that is simple, practical and authentic. They help you to obtain beautiful color effects that are as pleasant to live with as they are attractive.

● In this booklet we aim to present a few of the many color suggestions offered in the complete "Age of Color" Color Planning Equipment. You'll find this material a real help to you with your color and decorating problems. Your Glidden Dealer has this Color Planning Equipment . . . you're invited to use it without obligation.

PRESCRIPTIONS OF THE DAY!

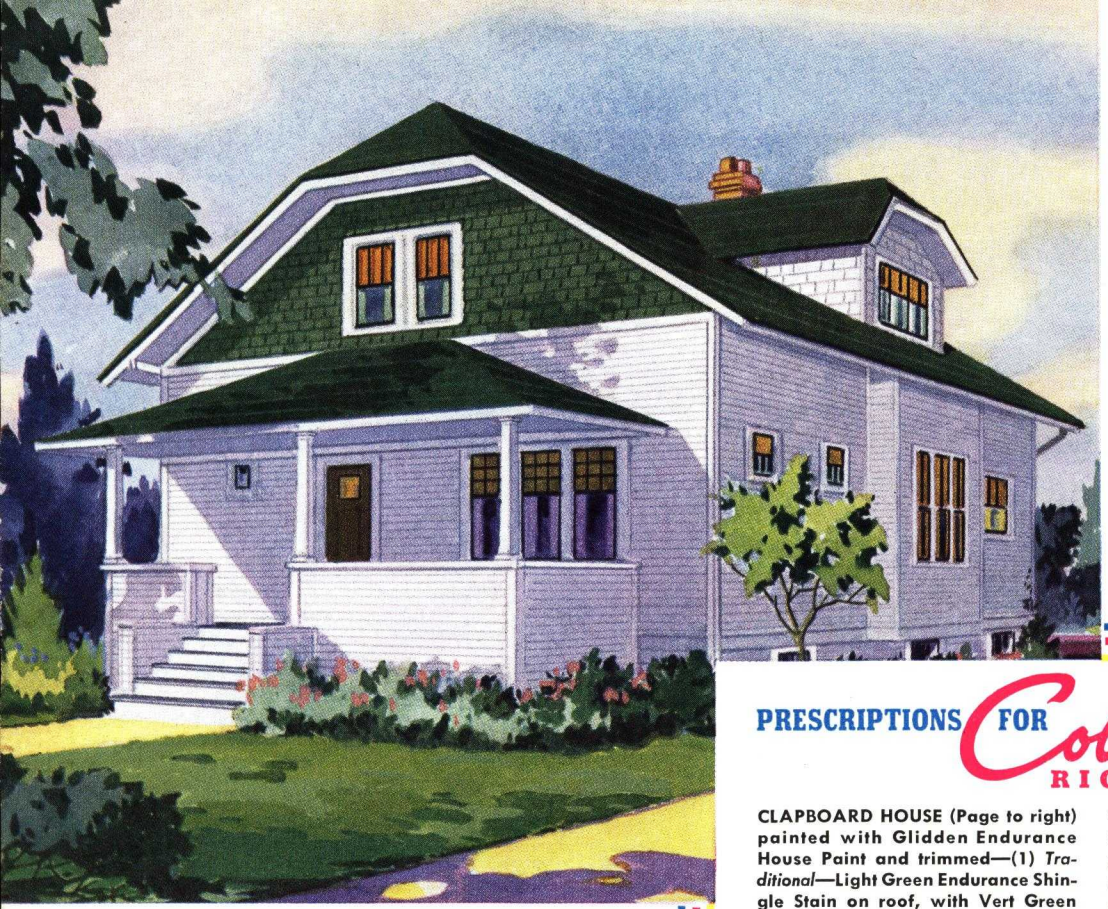
The Age of Color COLOR CATALOG

. . . a wealth of specific color combinations for every type of exterior and interior. Scientifically and concisely assembled. A real color prescription book for your home, compiled as carefully as a doctor formulates his medical prescriptions. No guesswork. No doubt. And, your Glidden Dealer is prepared to fill every prescription with the accuracy of a chemist!



OUR GLIDDEN DEALER

PRINTED IN U.S.A.
COPYRIGHT 1940 BY THE GLIDDEN COMPANY



OUT WHERE IT'S GREEN AND FAR BETWEEN

The suburban home is usually set apart and doesn't have to compete with its next door neighbor. Because of so much surrounding landscape it could easily be lost without the proper color treatment. There are many combinations for the suburban home that complement its natural setting. Bright color accents on light or all white houses, as well as certain darker color combinations are particularly effective for the suburban home.

Specifications for Suburban Home pictured at left: ***Body****—White Glidden Endurance Paint.* ***Roof****—Medium Green Glidden Endurance Shingle Stain.* ***Body Shingles****—Light Green Glidden Endurance Shingle Stain.* ***Window Sash****—Black Glidden Endurance Paint.*

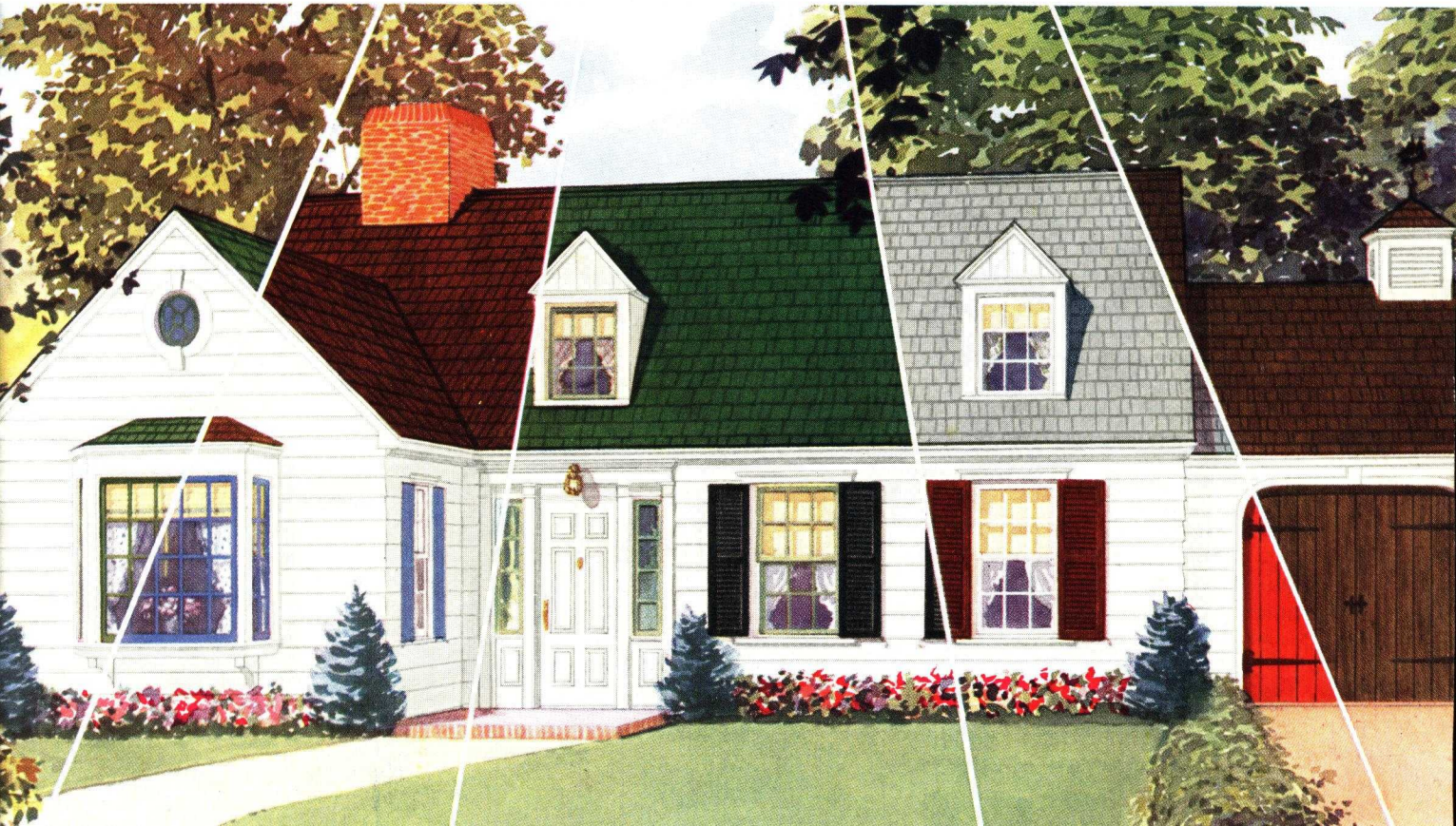
PRESCRIPTIONS FOR *Color* RIGHT HOMES

Every home requires a color treatment that is individually suited to it . . . that considers its architecture, its setting and the other homes around it. Select a color scheme you would like for your home from the Glidden "Age of Color" Color Planning Equipment. You will find many pleasing color ideas and practical suggestions that are helpful and appropriate.

CLAPBOARD HOUSE (Page to right) painted with Glidden Endurance House Paint and trimmed—(1) *Traditional*—Light Green Endurance Shingle Stain on roof, with Vert Green Endurance Paint on shutters and sash. (2) *Modern*—shingles of Maroon Glidden Endurance Shingle Stain, with Endurance Paint of Medium Blue on the shutters. (3) *Sedate*—Black Endurance Paint on shutters, Medium Green Shingle Stain for the roof with Sage Tint Endurance Paint on the sash. (4) *Vivacious*—Glidden Cherry Oil Wood Stain on garage door, Crimson Endurance Paint on shutters, French Gray Shingle Stain on roof. (5) *Conservative*—Dark Brown Endurance Shingle Stain on roof, Leather Brown Endurance Paint on shutters and Walnut Oil Wood Stain on garage door.

FIVE *White* HOUSES — *Personalized with* COLOR

This illustration is an example of the great difference color accents make in the same basic white house. If you prefer a white home, as so many do, you should at least give it an individuality of its own by selecting trim and roof colors that set it apart from run-of-mine houses. With so many pleasing color combinations to select from, you can choose one that will blend your home into its surroundings and give it just the personality you want it to have.



Color Ties

THAT BIND YOUR ROOMS TOGETHER

As you move from room to room through your house, there should be a subtle, but definite color theme which has been so adapted and varied that the color melody is complete without being monotonous. * * * The color scheme in a room should never shout its presence, but rather quietly murmur its accord with the furnishings of the room. * * * To maintain the flow of color throughout the house, adjoining rooms should employ color schemes that are harmoniously related. This interlocking of the color scheme unifies your home and gives it a feeling of completeness. *

Choose colors of high light reflection value for dark, drab rooms and for utility rooms where the maximum of light is needed.

PRESCRIPTIONS FOR *Color* RIGHT HOMES

Take a tour of inspection through this home (left). From the moment you enter the front door, and on through each room, you will notice the flow of harmonious color. The dominant or key colors of adjoining rooms go well together. The color schemes of connecting halls and stairways wisely merge rooms of contrasting colors. The feeling is of variety and interest, and yet the careful selection and combination of colors has achieved an underlying theme of unity and balance. * * * Think how exciting it would be to plan a new color "ensemble" for your home. It's fun to do and you know the results will be correct when you use the Glidden "Age of Color" Color Planning Equipment.

★

Rooms of south and west exposure require cool blues and greens or neutral grays . . . north and east exposures need the warmth of reds and yellows.

A Diet of COLOR

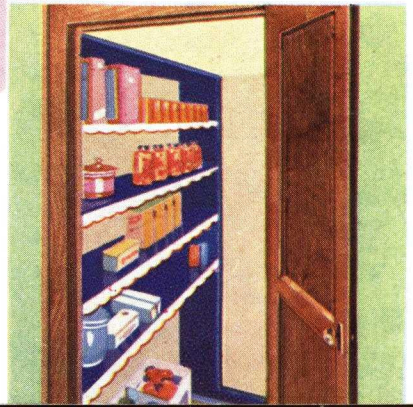
There's no stopping color in the kitchen. Of course, first of all, you must think about the practical side of this room and choose finishes that are easily cleaned in colors that are cool and will reflect lots of light. This makes cooking hours pleasanter and cooks happier. * * * Then, using these "practical" rules as a starting point, let your imagination conjure up a color setting that's lively and gay, inviting impromptu snacks and informal gatherings. * * * It's surprising how bright touches of color to closet shelves, flashing accents on cannister sets, and new, singing color schemes on the walls will transform your kitchen. The color suggestions shown on this page are but a few of the many delightful ideas we have for you. Your Glidden Dealer has the complete set of "Age of Color" Color Planning Equipment, with numerous additional color ideas. Ask him to show it to you.

PRESCRIPTIONS FOR Color RIGHT HOMES

KITCHEN (above, left) *Walls*—Glidden Speed-Wall Semi-Gloss Canary Yellow. *Woodwork*—Speed-Wall Semi-Gloss Spring Green. *Table and Chairs*—Jap-A-Lac Enamel Golden Brown with Light Ivory Trim. *Floor*—Florenamel Blue with Ivory Stripes. KITCHEN (above, right) *Ceiling and Walls*—Glidden Speed-Wall Semi-Gloss Cameo. *Woodwork*—Glidden Jap-A-Lac Enamel Delphinium Blue. *Floor*—Glidden Florenamel Drab with Mahogany and White Stripes.

Convert waste corners and spaces into usefulness with a little paint and ingenuity.

Open wide, with pride, the door of your closet if it's been painted to harmonize or brightly contrast with the color scheme of the room.



PRESCRIPTIONS FOR *Color* RIGHT BATHROOMS

Left — *Ceiling* — Glidden Speed-Wall Semi-Gloss Light Orchid. *Walls* — Speed-Wall Gloss Orchid. *Woodwork* —Ripolin B.L.T. Enamel Light Gray. *Floor*—Glidden Florenamel Green.

Center — *Ceiling* — Speed-Wall Flat Light Gray. *Walls*—Ripolin Q.D. Enamel Lime Green. *Tile*—Ripolin Q.D. Enamel Maize. *Floor* — Florenamel Oak. *Small Wall Cabinet*—Jap-A-Lac Mandarin Red.

Right—*Ceiling*—Speed-Wall Semi-Gloss Blue Mist. *Walls*—Speed-Wall Gloss Ivory. *Tile* — Jap-A-Lac Coral Rose. *Woodwork* — Jap-A-Lac Jade Green. *Floor*— Florenamel Buff.

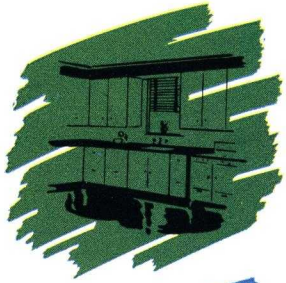
Bathing Beauty!

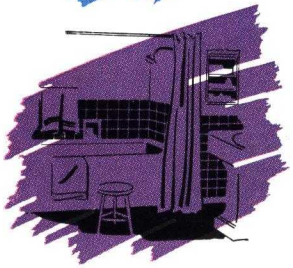
A joy to behold! Beautiful new petal colors for bathrooms . . . colors that glisten even after repeated washings! The three illustrations to the left give you an idea of the delicate loveliness you can paint into your bathroom. There are many more such refreshing color schemes included in the "Age of Color" Color Planning Equipment. *** If you want to break away from the traditional, you will also discover suggestions for those exotic, very modern color treatments that may be handled so deftly in this small room. *** Old-fashioned bathrooms, too, take on a "new note" when they are given a beauty treatment with color.

IT'S EASY TO PLAN A *Color* HOME RIGHT

In planning a color scheme for your home YOU are the important person. First decide on the effect you want to achieve, keeping in mind the color likes and dislikes of your family. Determine what furnishings will have to be retained. Consider the decorating "problems" you have that proper color treatment will correct, such as dark, gloomy halls; rooms that are architecturally unsatisfactory; waste places that might be reclaimed. Then, with these things in mind, go to your Glidden Dealer . . . he is equipped to help you with every painting problem, and has available for your use the Glidden "Age of Color" Color Planning Equipment. You'll be amazed, excited and pleased to find an answer to every one of your color questions and problems.

. . . Every phase of color in relation to decoration is dealt with in the three "Age of Color" books, in a manner that is simple and fun to use. It reduces color harmony to a working, practical foundation upon which homes are made beautiful and more livable. Your Glidden Dealer invites you to inspect the "Age of Color" books . . . use them without obligation.





GLIDDEN PAINTS *for Interiors*

FLOORS:

CONCRETE, WOOD, LINOLEUM
Florenamel, Jap-A-Lac Varnish Stain, Endurance Wood Stain, Florette Varnish, Gliddenspar Varnish, Ren-O-Wax, Concrete Floor Dressing, Speedoleum (Linoleum Finish), Linoleum Lacq.

WALLS AND CEILINGS:

WOOD, PLASTER, COMPOSITION
Speed-Wall (Flat, Semi-Gloss or Gloss), Speed-Wall Interior Base-Coat, Reflect-O-Lite, Ad-El-Ite Hygienic Kalsomine, Euston White Lead, Ripolin Q.D. Enamel, Jap-A-Lac Enamel, Endurance Wood Stain, Varnish Stain, Gliddenspar Varnish, Rapid-Cote Varnish, Gliddencoat.

WOODWORK:

Jap-A-Lac Enamel or Varnish Stain, Ripolin Q.D. Enamel, Endurance Wood Stain, Wearette Varnish, Gliddenspar Varnish, Rapid-Cote Varnish, Speed-Wall (Semi-Gloss or Gloss), Gliddencoat.

FURNITURE:

WOOD, METAL
Jap-A-Lac Enamel or Varnish Stain, Ripolin Q.D. Enamel, Wearette Varnish, Gliddenspar Varnish, Rapid-Cote Varnish.

STOVES, FURNACES, PIPES, SCREENS:

Jap-A-Lac Stove and Iron Enamel, Metallite, Jap-A-Lac Screen Enamel.

RADIATORS, REGISTERS:

Metallite, Jap-A-Lac Gold and Aluminum Paint, Speed-Wall (Semi-Gloss).

GLIDDEN PAINTS *for Exteriors*

HOUSES:
WOOD, CONCRETE, STUCCO, BRICK
Endurance Paint (Prepared), Base-Coat, Zinc-O-Lith, Ripolin BLT Enamel, Titan-O-Zinc, Euston White Lead, Oil Wood Stain, Endurance Liquid Cement Coating, Flat Brick Red, Foundation Coating, Endurance Shingle Stain.

FARM PAINTS:
Endurance Paint (Prepared), Glidden Barn Paint, Implement and Tractor Paint, Metallite, Speedenamel, Wagon and Implement Varnish.

FENCES:
WOOD, METAL
Endurance Paint (Prepared), Euston White Lead, Zinc-O-Lith, Ripolin Q.D. Enamel, Metallite, Speedenamel, Nev-A-Rust.

PORCHES:
FLOORS, CEILINGS
Porch and Deck Paint, Florenamel, Oil Wood Stain, Gliddenspar Varnish.

ROOFS:
SHINGLE, METAL, COMPOSITION
Endurance Shingle Stain, Nev-A-Rust, Metallite, Tinners' Paint, Endurance Asphalt Asbestos Roof Coating (Liquid and Plastic).

GUTTERS, DRAINS AND FLASHINGS:
METAL, PATCHING
Tinners' Paint, Nev-A-Rust, Endurance Asphalt Asbestos Roof Coating (Plastic).

AUTOMOBILES:
REPAINT, TOUCH-UP, POLISH, WAX
Speedenamel, Ripolin Q.D. Enamel, Touch-Up Black, Ren-O-Vite, Auto Waxcoat, Auto Waxcoat Cleaner.

HELPFUL HINTS ON HOME PAINTING

★ For best results employ a good, experienced, reliable Painting and Decorating Contractor.

★ A home should be painted on a clear dry day when the temperature is between 50 and 80 degrees.

★ Don't paint too early in the spring — give the sun an opportunity to drive moisture out of wood. Before repainting house exteriors, all loose and scaly paint should be scraped off with a putty knife or wire brush; window sash, siding and casings should be puttied; and gutters cleaned with wire brush.

★ Before painting exteriors, to avoid blistering, be sure plaster on inside of new house is thoroughly dry.

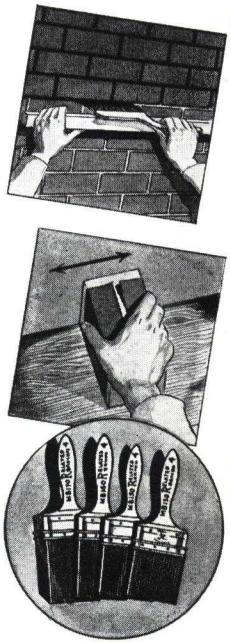
★ Be sure settled pigment and oil in can are mixed thoroughly before painting, using square end paddle to remove pigment from around bottom edges of can.

★ When painting stucco, brick and cement, brush Liquid Cement Coating well into small cracks and crevices to produce weather-tight surface. Large cracks should be patched.

★ Hammer down protruding nails before refinishing floors and woodwork. Remove knobs, handles and hooks before refinishing. Sand surface with the grain to remove gloss so new coat will adhere properly. Be sure surface is clean.

★ New, unpainted wallboard and walls should be given a sealing coat of Glidden Speed-Wall Interior Base-Coat to overcome absorption. Bare spots on old painted walls, etc. should be treated with Base-Coat.

★ Don't use anything but good brushes. In the Related Line of brushes there is the right brush for every job.



TIME-TESTED REG. U. S. PAT. OFF.

PAINTS • VARNISHES • LACQUERS • ENAMELS

26 Paint Laboratories, representing many of America's oldest and best-known paint brands, sponsor the "Time-Tested" Mark of Quality. Glidden Paint Products are privileged to carry this famous Mark, which is recognized everywhere as absolute proof of paint dependability.

You'll Find the Answer at

COLOR CENTER

When you have painting to be done you have a COLOR PROBLEM!

We are always ready, more than willing and especially ABLE to work with home owners in solving these problems in a highly satisfactory manner. * Estimates, suggestions and recommendations are cheerfully given, without obligation. *** We sincerely believe we can help you to have a more attractive paint job because we have correct color decorating advice for you. *** No matter what kind of painting you are planning to do, whether it is your entire house or just the garden furniture, come in and get your color prescription. *** It doesn't cost you one penny more to get this helpful, practical color advice, and then you are sure the results will be correct and pleasing. We are as near as your telephone. Call us, or drop in today!**

Wm. Anderson & Sons

The Progressive Hardware

PHONE 532

Yorkton - Sask.

your COLOR CENTER

FORM B16—RSSM—043—AM. C.

Digitized by

ASSOCIATION
FOR
PRESERVATION
TECHNOLOGY,
INTERNATIONAL
www.apti.org

BUILDING
TECHNOLOGY
HERITAGE
LIBRARY

https://archive.org/details/buildingtechnologyheritagelibrary

From the collection of:

Jablonski Building Conservation
www.jbconservation.com